



WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research  
Attn: Rachael Beale  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

# Contract # 192714

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** Kaine for Senate 2012 (15809)  
**Agency** Media Strategies & Research (1419)  
**Product** Political-Political (1088)  
**Brand** Kaine for Senate 2012 (68318)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Beale, Rachael  
**Phone/Fax** /  
**CPE** Kaine/US SENATE 2012/EST 11516 10/8-10/14  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** 10/8 - 10/14/2012 - ADD to SKED

**Date Entered** 08/02/12  
**Last Modified** 08/02/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,047.50  
**Net Total** \$11,602.50  
**Sales Tax**

**WJLA Arlington (WJLA)**  
By Broadcast Month  
Oct. 2012  
Grand Total:  
**Spots** 8  
**Rate** \$13,650.00  
**\$13,650.00**

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1								1	\$250.00	\$250.00	WJLA Arlington (WJLA)		8/2/12
2.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		8/2/12
3.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10:58A- ABC-THE VIEW							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		8/2/12
4.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	3:58P- ABC-KATIE COURIC			1		1				2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/2/12
5.0	Normal Line / SPOT	10/10/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE				1		1			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/2/12
6.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	4:40A- ABC-REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12

## CONFIRMATION CONTRACT

Date:	Accepted/Ordered:	Date:



# Station Order Add to Schedule Kaine for Senate 2012

**Market:** Washington, DC

**Flight Dates:** Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

11516

**Contact:** Susan Petro/Barbara Monares

**Email:** bmonares@wjla.com

**Phone:** 703-236-9552

**Fax:** 703-236-2341

**Direct:**

## WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
WJLA 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$250.00 <b>\$250.00</b>	✓							1
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$200.00 <b>\$200.00</b>							✓	1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$600.00 <b>\$600.00</b>					✓			1
Katie Couric 4:00 PM 5:00 PM	EF	M-F 30	\$800.00 <b>\$1,600.00</b>		✓		✓				2
Wheel of Fortune 7:00 PM 7:30 PM	PA	M-F 30	\$3,000.00 <b>\$6,000.00</b>			✓		✓			2
90% PE at LUR Per WJLA, Move to P3											
Revenge 9:00 PM 10:00 PM	PT	Su 30	\$5,000.00 <b>\$5,000.00</b>							✓	1
<b>Station Gross Totals</b>			<b>\$13,650.00</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>		<b>2</b>	<b>8</b>

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastategies.com

Date/Time Sent: 7/31/2012 3:50:27 PM

WJLA-TV

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# POLITICAL CANDIDATE ADVERTISEMENTS

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WTTA-TV Washington, DC	<b>Date:</b> 8/1/2012
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**I. Media Strategies and Research**

being on behalf of: Tim Kaine, a legally  
 qualified candidate of the Democratic political  
 party for the office of U.S. Senate  
 in the General  
 election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 08, 2012	Sunday, October 14, 2012

**Total Gross Charges: \$13,650.00**



**Media Strategies and Research**

1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 969-4700

11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Warren Thompson**

This station has disclosed to me its political advertising policies, including applicable charges and rates, and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

WEDNESDAY, AUGUST 01, 2012



Signature

To be signed by Station Representative



Accepted



Accepted in Part



Refused



Media Consulting and Research  
1580 Lincoln Street, Suite 500 11350 Random Hills Road, Suite 600  
Denver, Colorado 80202 Fairfax, Virginia 22030  
(303) 333-1573 (703) 271-1573